

## IN THE CLAIMS

1. **(Original)** A multicast content accessing method for use on a user device, wherein a multicast service provides the multicast content, comprising:

receiving multicast service activation data over a network;

generating on the user device a broadcast key;

sending from the user device the generated broadcast key over a network;

wherein the generated broadcast key indicates that multicast content is to be provided to the user device.

2. **(Original)** The method of claim 1, wherein the multicast content is transmitted to the user device via a unidirectional point-to-multipoint transmission.

3. **(Original)** The method of claim 2, wherein the unidirectional point-to-multipoint transmission occurs over a 3G wireless network.

4. **(Original)** The method of claim 2, wherein the unidirectional point-to-multipoint transmission occurs within a Multimedia Broadcast/Multicast Service (MBMS) system.

5. **(Original)** The method of claim 1, wherein the multicast content includes messages, text, audio, pictures, or video from a single source.

6. **(Original)** The method of claim 1, wherein a subscription to the multicast service allows the user device to receive the multicast content.

7. **(Original)** The method of claim 6, wherein other user devices subscribe to the multicast service, thereby forming a multicast subscription group;

wherein a subset of user devices from the multicast subscription group are receiving the multicast content.

8. **(Original)** The method of claim 7, wherein the broadcast key is common to all subscribers of a given multicast service and is used to access the multicast content.

9. **(Original)** The method of claim 1, wherein a virtual key is provided to the user device that indicates to the user device to clear the broadcast key used to access the multicast service.

10. **(Original)** The method of claim 1, wherein the received multicast service activation data activates for the user device the multicast service that provides the multicast content.

11. **(Original)** The method of claim 10, wherein the broadcast key is generated on the user device based upon the received multicast service activation data.

12. **(Original)** The method of claim 10, wherein the broadcast key is generated on the user device based upon a user identification key.

13. **(Original)** The method of claim 10, wherein the broadcast key is generated on the user device based upon a user identification key and the received multicast service activation data.

14. **(Original)** The method of claim 13, wherein the user identification key is provided to the user device at about the time when a user of the user device subscribes to the multicast service.
15. **(Original)** The method of claim 13, wherein the multicast service activation data is an activation key that is provided at about the time when a contract or payment is received from a user of the user device.
16. **(Original)** The method of claim 1, wherein the multicast service activation data is different for each user of the multicast service.
17. **(Original)** The method of claim 16, wherein the broadcast key is generated on the user device by applying a function to a user identification key and the received multicast service activation data.
18. **(Original)** The method of claim 17, wherein the same broadcast key value is generated by user devices having different multicast service activation data.
19. **(Original)** The method of claim 17, wherein a user device's broadcast key generation function is known to the user device but is not known to other user devices.
20. **(Original)** The method of claim 17, wherein the broadcast key generated by the function can be changed by providing a different activation key to the user device.

21. **(Original)** The method of claim 1, wherein the user device accesses different multicast services of a provider by providing different broadcast keys to the provider;

wherein the different broadcast keys are generated on the user device.

22. **(Original)** The method of claim 1, wherein the user device is a handheld wireless mobile communications device.

23. **(Original)** Computer-readable medium capable of causing a user device to perform the method of claim 1.

24. **(Canceled without prejudice)**

25. **(Canceled without prejudice)**

26. **(Original)** A multicast content accessing apparatus for use on a user device, wherein a multicast service provides the multicast content, comprising:

a data storage mechanism that stores user identification key and multicast service activation data;

key generation operation instructions configured to generate on the user device a broadcast key based upon the stored user identification key and the multicast service activation data;

wherein the generated broadcast key indicates that multicast content is to be provided to the user device.

27. **(Original)** A multicast content accessing apparatus for use on a user device, wherein a multicast service provides the multicast content, comprising:

means for receiving multicast service activation data over a network;

means for generating on the user device a broadcast key;

means for sending from the user device the generated broadcast key over a network;

wherein the generated broadcast key indicates that multicast content is to be provided to the user device.